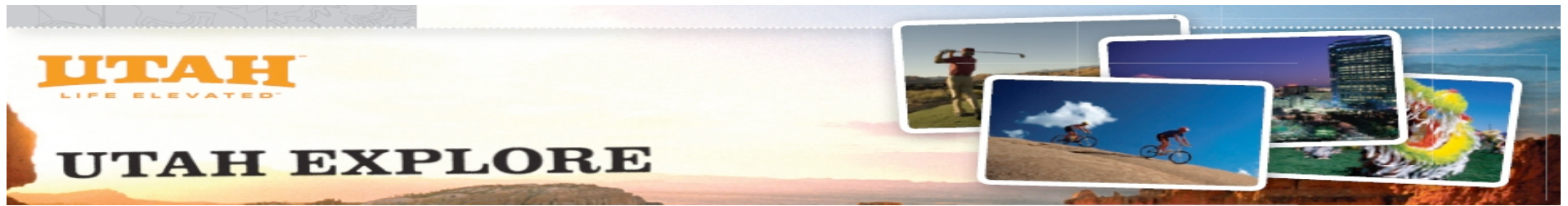




UK Trade Marketing & Public Relations Update

**Yolanda Fletcher, Director of Marketing
Cellet Travel Services Ltd
May 2009**



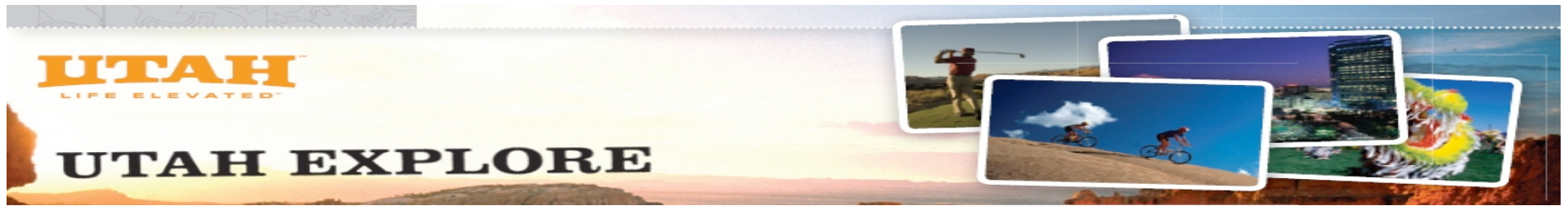
Utah Cellet Trade & PR UK Team



Melanie Jones, Communications Director

Yolanda Fletcher, Marketing Director

'Off to the Visit USA Association Ball 2008'



Cellet Represents Utah Partners

Utah Tourism Office
Southern Utah's National Parks
Utah Capitol Reef Country
Park City Chamber



UTAH, USA
parkcityinfo.com





UK & Ireland Economic & Industry Overview

- Swine Flu – Not effecting USA Bookings from the UK – Brits still travelling
- British bookings to the United States increased from 4% to 9% in the second quarter 2008 compared to 2007.
- The United Kingdom is projected to continue to send a growing number of visitors to the United States in fourth quarter 2008 and 2009.
- Summer 2009 is healthy as 12% of capacity is already sold, prices are again up 10% and volumes are holding up!

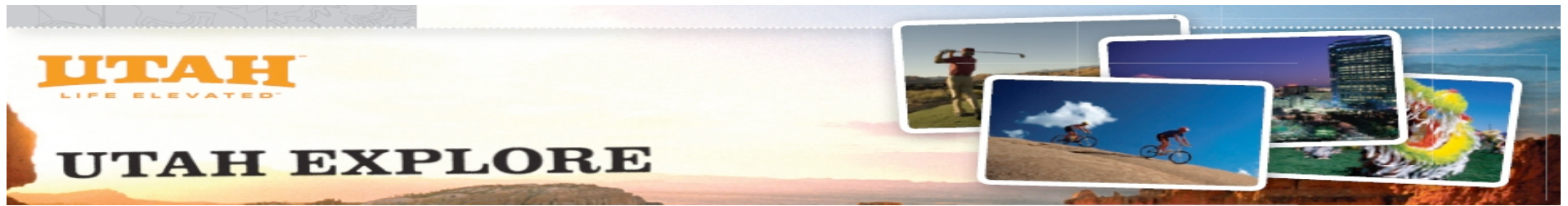


American Airlines®



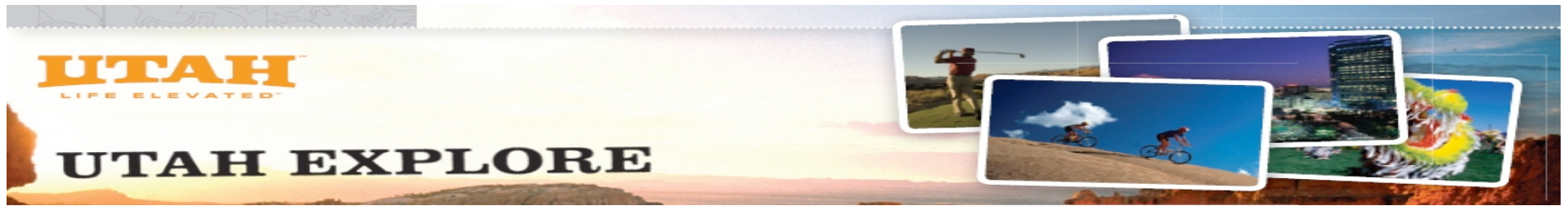
bmi





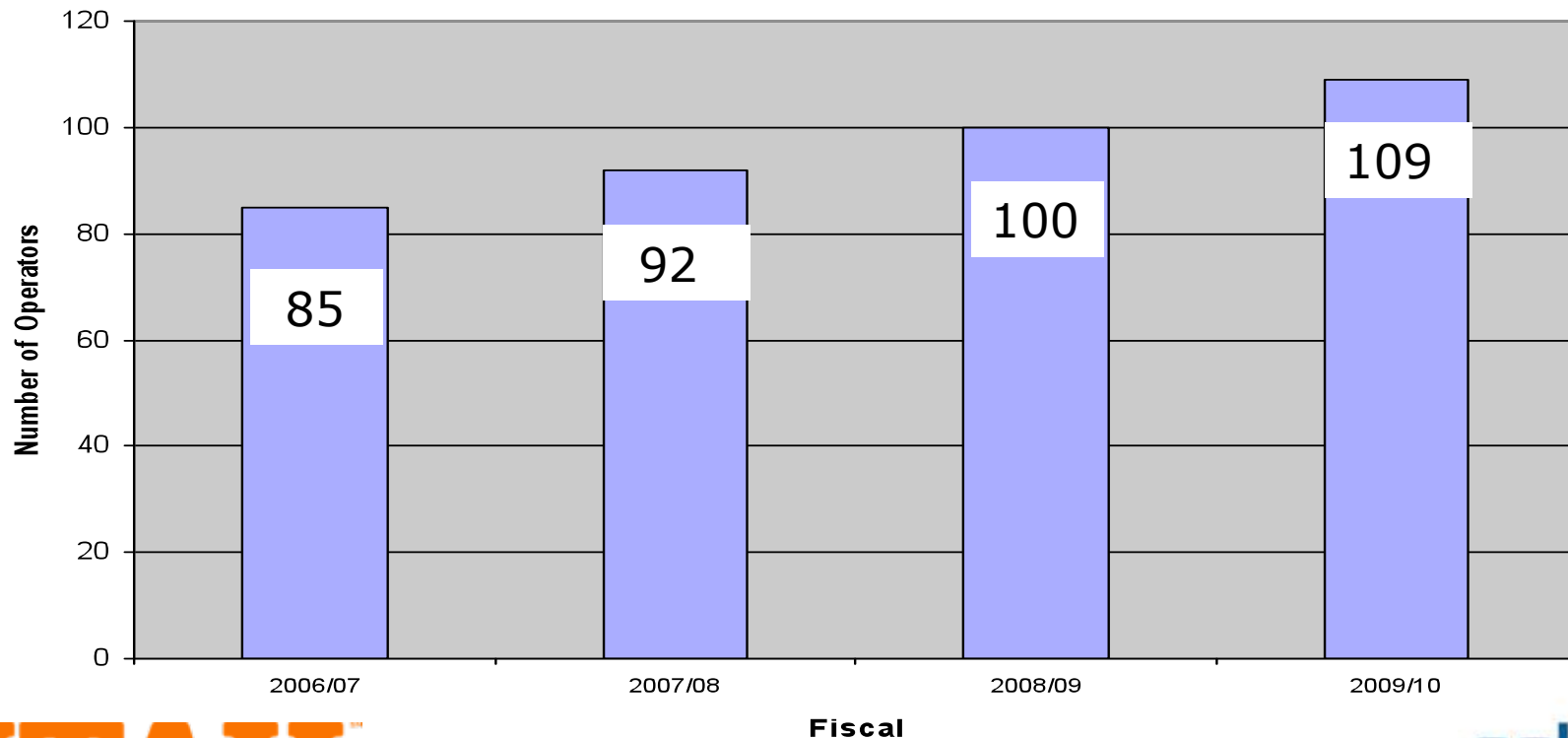
2008/09 Objectives

- Distribute Utah Travel Guide
- Increase e-mail database
- Distribution of E-newsletters
- Increase Itineraries
- Increase product in UK Tour Operator Brochures
- Targeted Co-op Marketing Campaigns
- Coordinate Trade & Media Fam Trips
- UK Sales Mission
- Online Training Program



109 UK Brochures Feature UTAH 10% increase 2008/09

UK Operators Featuring Utah





Dedicated Utah Online Training Programme

- Launched February 2009
- 21,000 UK Travel Agents & Reservation Staff
- Registered on the Utah Program 150 agents
- 4 modules
- Certificate to award agent to be a 'Utah Specialist'
- Cellet coordinating Monthly Incentives to encourage registrations

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EXPLORE UTAH

[Welcome](#)[News](#)[Modules](#)[Register](#)[Login](#)[Feedback](#)[Contact us](#)[Help](#)[Overview](#)[Northern Utah](#)[Central Utah](#)[Southern Utah](#)

TravelUni
Training the Travel Industry

Welcome to Utah

When a man as erudite as Stephen Fry has visited all 50 of America's states and declared "If there is one state you should visit for physical beauty alone, let that state be Utah" then it's time to sit up and take notice.

His hugely popular TV programme (and accompanying book) will drive many clients into your agency to find out exactly what's made Mr Fry so enthralled with one America's most popular year-round western states.

You need to be ready for them and Explore Utah will tell you everything you need to sell them a holiday.



Monument Valley

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Travel Services Ltd



[Overview](#)

[Northern Utah](#)

[Central Utah](#)

[Southern Utah](#)

[Towns](#)

[National Parks and
Monument Valley
Navajo Tribal Park](#)

[Introduction](#)

[Arches](#)

[Canyonlands](#)

[Capitol Reef](#)

[Bryce Canyon](#)

[Zion](#)

[Monument Valley Navajo
Tribal Park](#)

[State Parks](#)

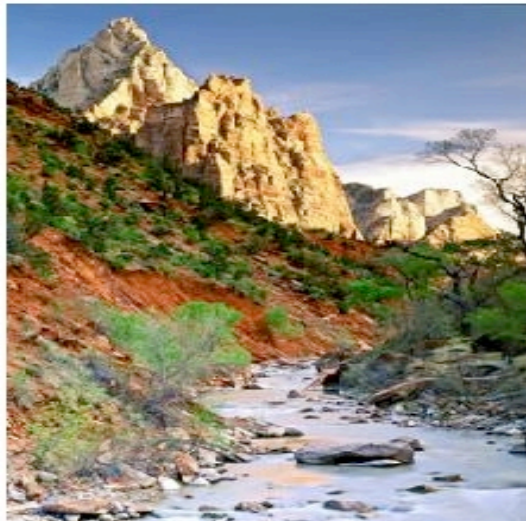
[National Monuments](#)

[Outdoor activities](#)

[Culture and events](#)

[Accommodation](#)

National Parks and Monument Valley Navajo Tribal Park



Introduction

The five national parks of the state are the jewels of Utah's scenic places. Stunning coloured rock formations and breathtaking canyons make this region one of the most spectacular in America and, indeed, on Earth. [read more >](#)

Arches

This breathtaking land features the largest concentration of natural stone arches in the world. These gravity-defying formations include fragile arches, boulders balanced on pinnacles and superb views for motorists, strollers and serious hikers alike. [read more >](#)

Canyonlands

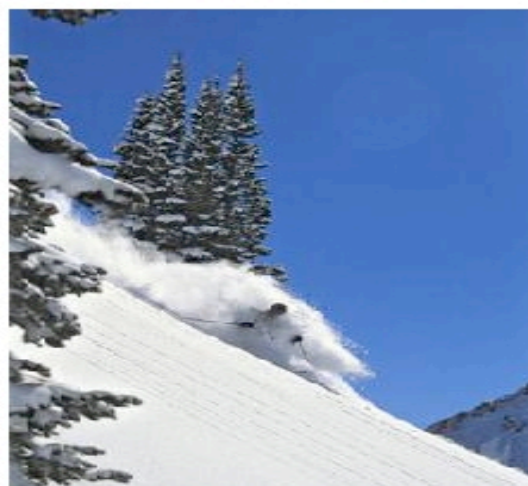
Visitors to Canyonlands can view thousands of metres down to the Colorado and Green Rivers or thousands of metres up to the red rock pinnacles, cliffs and spires in Utah's largest and most diverse national park. [read more >](#)

Capitol Reef

Nicknamed the Land of the Sleeping Rainbow, Capitol Reef splashes colour for 100 miles from its northern to southern boundaries. [read more >](#)



Great Snow & more



Introduction

The Greatest Snow on Earth is not just a nickname for Utah's white winter gold, it's actually a registered trademark. [read more >](#)

Little Cottonwood Canyon

Little Cottonwood and Big Cottonwood Canyons are the two spectacular valleys closest to Salt Lake City, each featuring two major snow resorts unique in sitting within such easy reach of a major state capital. Little Cottonwood features Alta and Snowbird. [read more >](#)

Big Cottonwood Canyon

Brighton and Solitude are two very different, very beautiful resorts barely half an hour by road from Salt Lake's city centre. Both receive their fair share of the Greatest Snow on Earth and thrill snow lovers from far and wide. [read more >](#)

Park City Area

Park City is a byword for one incredible town and three thrilling resorts. Park City Mountain Resort, Deer Valley Resort and The Canyons Resort provide some of Utah and the world's most exciting skiing and snowboarding, splendid dining and lodging. It is also home to the annual January Sundance Film Festival. [read more >](#)

Overview

Northern Utah

Cities

Heritage and Culture

National Areas

State Parks

Great Snow & more

Introduction

Little Cottonwood Canyon

Big Cottonwood Canyon

Park City Area

Other Resorts

Other Winter, Summer &

Year-Round Activities

Other attractions

Accommodation

Central Utah

Southern Utah



UK Sales & Ireland Mission

November 08

Objectives:

- Destination Training
- Product Development
- Airline Partnership
- 'Fact Finding Mission in Ireland meetings with Key Operators'

HIGHLIGHTS:

- **Hayes & Jarvis:** 4 training sessions were held for 12 members of US reservations team
- **Bon Voyage:** Trained 11 reservation staff, attended the VIP Client Evening 29th January 2009
- **British Airways HQ:** Utah showcased to over 5,000 staff members at the BA HQ @ Heathrow Airport, over 250 brochures were distributed, giveaways and a competition was running on the booth.
- **Virgin Holidays:** Utah included in Virgin Snow brochure for 2009 - 2 pages based on Park City
- **Complete North America:** 6 members of reservation team were trained & potential for in house fam trip to Utah



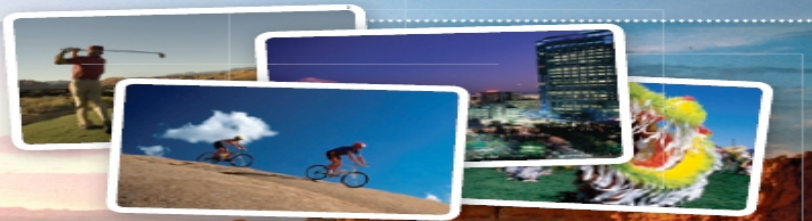
UK & Ireland Sales Mission

November 08

- Virgin Holidays
- Hayes & Jarvis
- Titan Travel
- Thomas Cook
- Bon Voyage
- North America Travel Service – Retail Store, Leeds
- North America Travel Service – Trade Sales, Leeds
- British Airways Headquarters @ Heathrow Airport
- Complete North America
- Ski Dream
- North America Travel Service, Nottingham
- US Embassy, Ireland
- CanAmerica. Ireland
- Crystal Ski
- Cassidy Travel, Ireland
- Club Travel
- America Direct

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UTAH EXPLORE

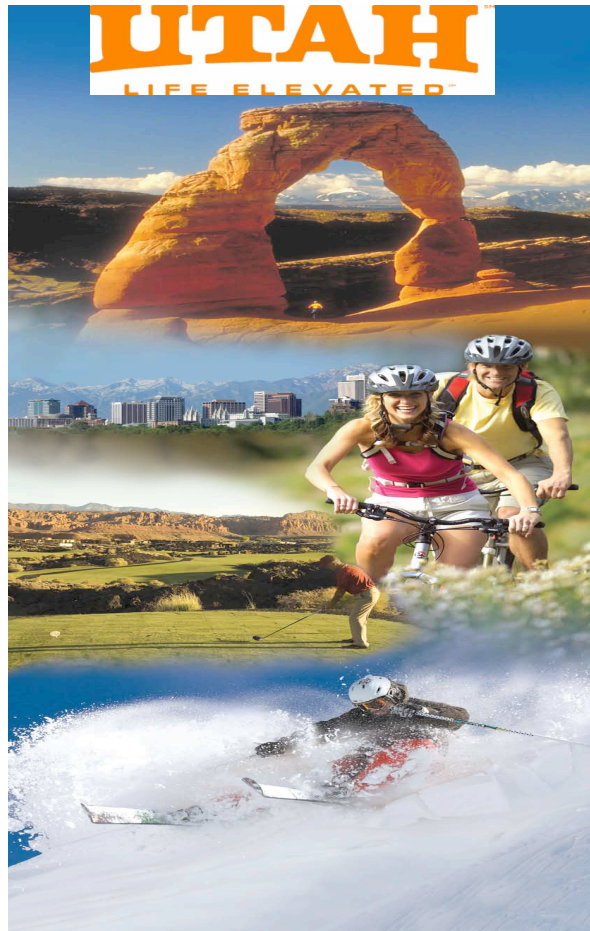
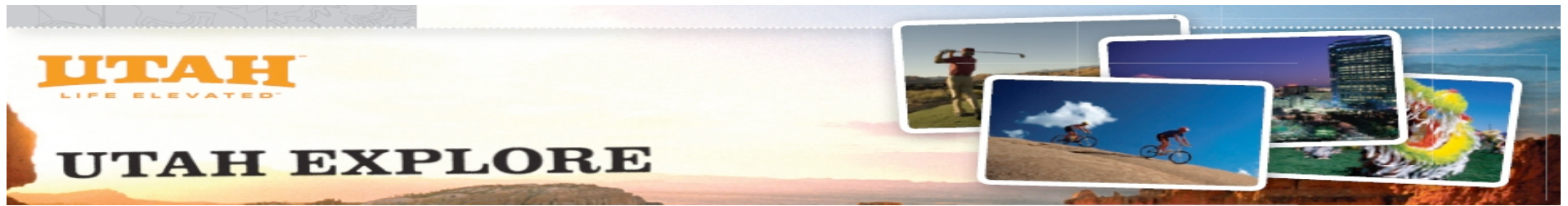




UK Sales Mission Press Coverage in Ireland

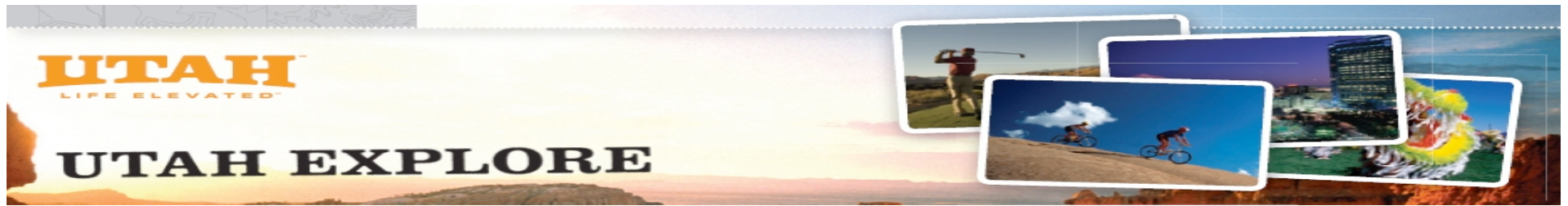
- gfor go.com Online Newsletter
- Distributed: 4th December 08
- PR Value: \$1,676.25





UK Office Produced New Utah Display Banners





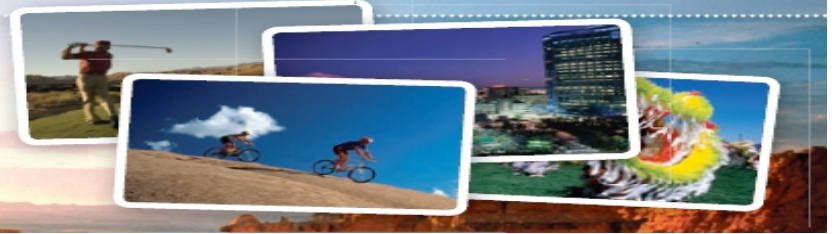
Award 2008 'Where to Ski & Snowboard UK Guide Book'

- October 2009
- Deer Valley Resort was awarded 'Best Service for Expert Skiers Resort 2008'
- Melanie Jones accepted the award on behalf of Park City, Utah



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WHERE to SKI
AND Snowboard

**Best
Service for
Expert Skiers**

Deer Valley

In North America, free mountain tours are the norm,
but usually they stick to green and blue trails.
Deer Valley runs these, of course, but it also runs excellent
Black Diamond tours of steep and ungroomed terrain.

Chris Gill

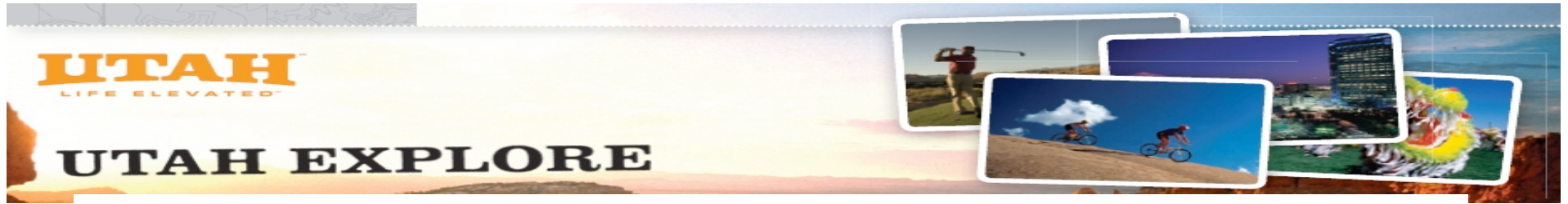
Dave Watts

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UK Trade Marketing & Public Relations Forward Planning 2009/2010



Trade Marketing 2009/2010

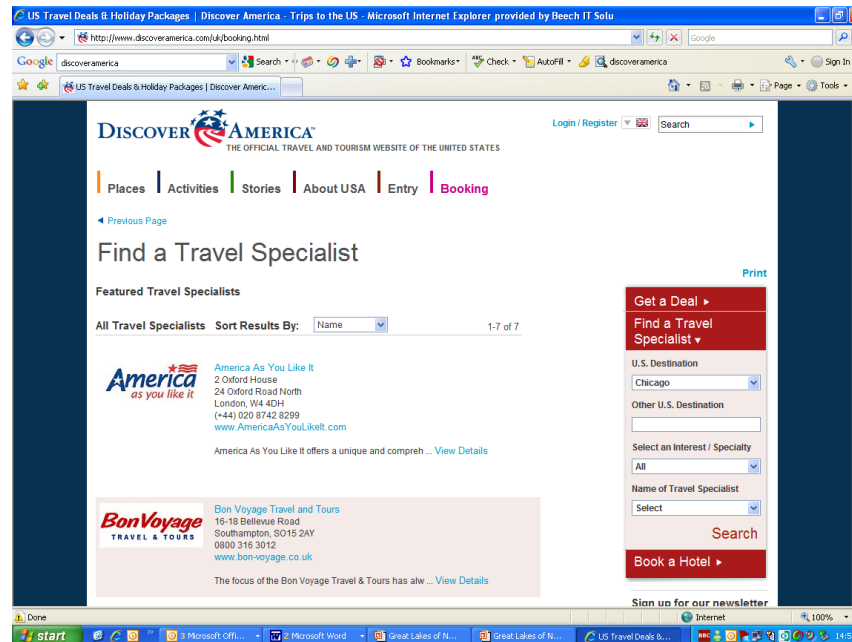
- Trade/Media/Consumer E-newsletter
- Pow Wow 2010
- Sales Calls
- World Travel Market 2009
- Product Development
- Sales Mission November 2009
- Consumer Promotions
- Travel Agent Training
- Co-op Marketing
- Monthly Reports
- Proactively seek online packages for Discover America Website



www.discoveramerica.com

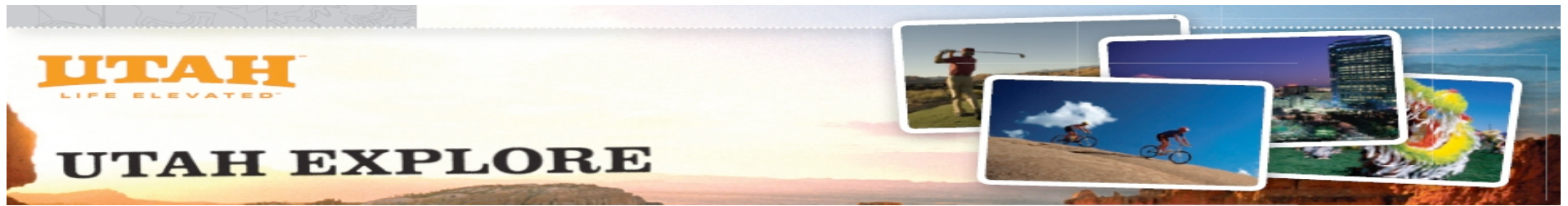
Cellet will coordinate tour operator packages/offers for the www.discoveramerica.com Website, the current operators that have uploaded packages on the 'Find a Specialists' section on the website are:

- ❑ America as you Like it
- ❑ Virgin Holidays
- ❑ Titan Travel
- ❑ BA Holidays
- ❑ Just America
- ❑ Go America
- ❑ Trailfinders
- ❑ Bon Voyage



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Public Relations Plan 2009/2010

Objective: Increase media exposure of Utah

Increase in bookings to the State

Strategy: 2 x Individual Media visits: CSMA Magazine & CNN

Traveller

2 x Group Media visit: Minimum 4 journalists + Cellet Escort

Drip feed news and events to media through targeted press releases

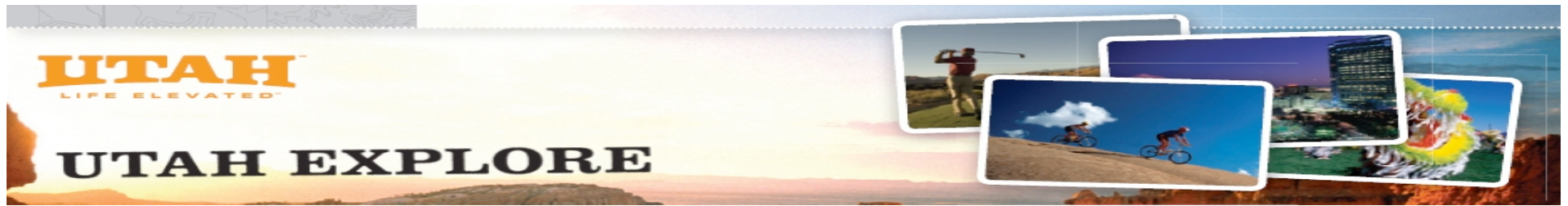
Target niche publications in keeping with campaign theme

Proactively pitch suggested itineraries



Public Relations Plan 2009/2010

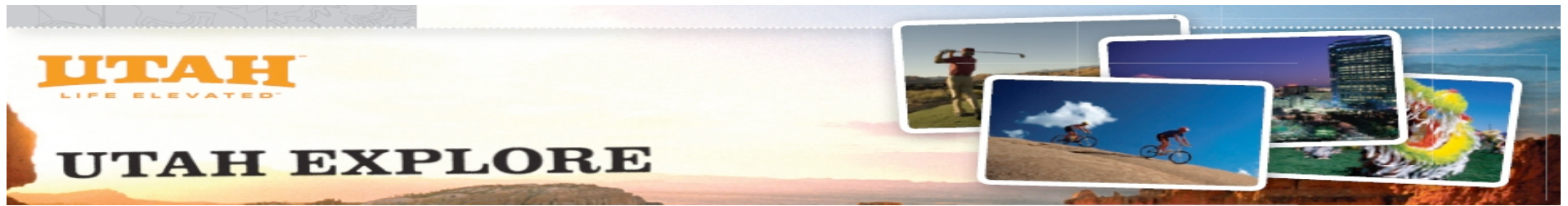
- Proactive Media Pitching
- Proactive Press Release Distribution
- Organisation of Press Trips
- Distribution of 2 E-Newsletters
- Media Appointments during Sales Mission
- Monthly Reports
- Press Clipping Evaluation
- Market update



Group Press Trip – October 2009

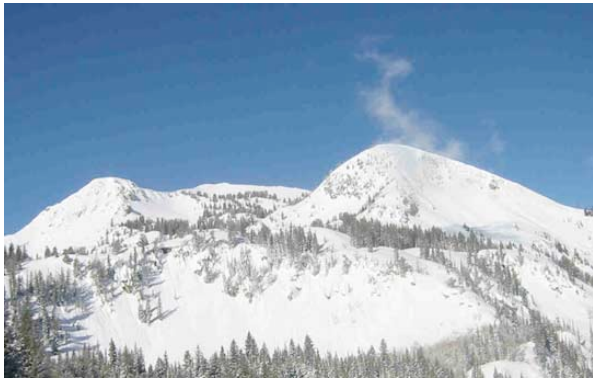
- **Theme:** Utah's Red Rocks focusing on Nat. Parks
- **Participants:** 4 National Journalists + 1 Cellet Escort





Group Press Trip – January 2010

- **Theme:** Utah's White Tops focusing on Ski
- **Participants:** Minimum 5 National Journalists





Individual Press Trip: CNN Traveller Magazine

Profile:

Award Winning Magazine which combines the news values of CNN International with exciting & exotic destinations across the globe.

Publication distribution:

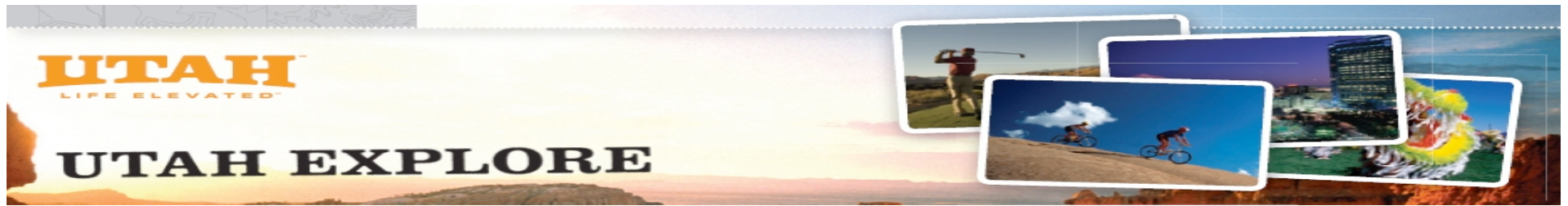
- Partner hotels,
- On board selected airlines (Virgin, British Airways, Lufthansa, American Airlines, SAS, KLM, Emirates, Gulf Air and Qatar Airways) and
- First & business-class lounges in airports worldwide.
- It is also available globally as a paid-for title at bookshops and newsagents as well as at selected trade fairs and exhibitions.

Circulation: 90,000

Readership; 680,000 (EMEA)

Proposed Press Trip Date: July 2009





Individual Press Trip: CSMA Magazine

Profile: CSMA Club is the UK's largest private home, motoring and leisure association.

Established in 1923 & now with 500,000 members drawn from civil servants, public sector company employees & their families

Circulation: 500,000

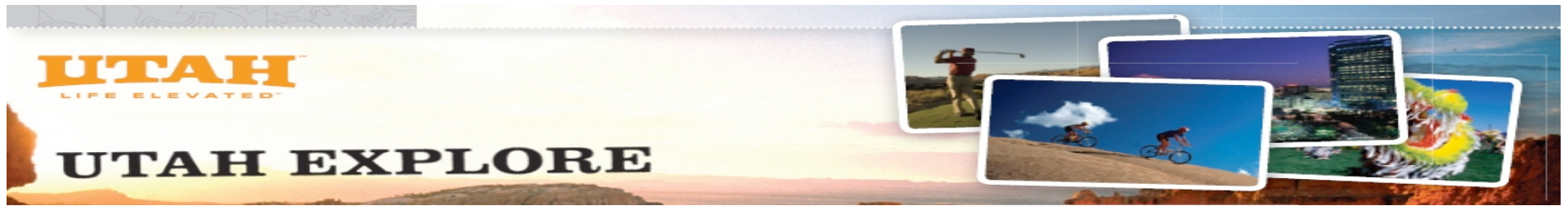
Proposed Press Trip Date: March 2010





2 x E- Newsletters

- Distributed to a targeted media & trade database of 500
- Winter newsletter broadcast date: August 2009
theme: 'White Tops' focusing on ski
- Summer newsletter broadcast date: January 2010
theme: 'Red Rocks' focusing on adventure



We are honoured to promote the
wonderful state of UTAH!

THANK YOU

yolanda@cellet.co.uk

melanie.jones@celletpr.co.uk